

Top Global Consumer Trends 2024

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Date: November 2023

Pages: 46

Price: US\$ 1,325.00 (Single User License)

ID: TC263E69B58AEN

Abstracts

This report provides an overview of Euromonitor's Global Consumer Trends for 2024, the consumer-driven trends expected to have the most impact on business in the year ahead, outlining important insights into consumers' values and shopping motivations.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments.

Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Product coverage:

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends

- Get up to date estimates and comment

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Contents

Introduction

Ask AI

Delightful distractions

Greenwashed out

Progressively polarised

Value hackers

Wellness pragmatists

Conclusion

conclusion

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